POINT/WHOLE EARTH MISSION — DRAFT STATEMENT

I offer this as one quick effort to move this discussion. I'm happy to talk about it, but I'm much more interested in making concrete progress toward either (1) quickly drafting a statement as a basis for decisions we must make in the next two weeks, or (2) finding a strategy to make those decisions while carrying on the "mission" discussion. Most of the ideas here should be familiar, having been stolen from earlier documents by WE staff, Howard, John, et al. — Mike, 9/15/94

Point Foundation exists to disseminate information and ideas through a magazine and a catalog series.

Its Contents:

- News about tools (including ideas as tools), toolmongers, and tool users
- Ideas and tools that help people think and act for themselves
- Eclectic, willfully difficult to categorize; readers expect to be regularly surprised and pointed in unanticipated directions
- At the same time, the contents also emphasize connections and relationships (often unexpected) among people and ideas
- Useful and provocative but also suffused with delight and celebration
- Provides political (among other) tools without serving as a forum for partisan politics or particular ideologies
- Whole Earth news is news with the potential to stay news

Its Audience:

- Pragmatic generalists
- Specialists in one field or another who are nourished by a generalist perspective
- People who want and expect to make a difference
- A community of tool-users who share information with each other
- Readers who contribute to editorial content and look forward to learning from the contributions of other readers

Its Media:

- At present, a magazine and a series of catalogs existing in symbiotic relationship
- Expansion to other media remains an intriguing option, but nothing is now in place
- The magazine keeps a network alive and connected, reports news, points to provocative notions, experiments and explorations. It offers timely reviews, exists as a test market for possible catalog topics, and updates the catalogs
- The catalogs (on particular topics as well as "Whole Earth" catalogs) consolidate, deepen and focus the best of the magazine's work, reach larger audiences for ideas tested in the magazine, and provide longer-term perspectives, in a more permanent format, for notions explored in the magazine
- The publications are directed and largely produced by a core staff which, while always evolving, exists to create, maintain and act as stewards of the Point/Whole Earth identity. The publications represent a unique collaboration between this is core staff and the larger Whole Earth network/community